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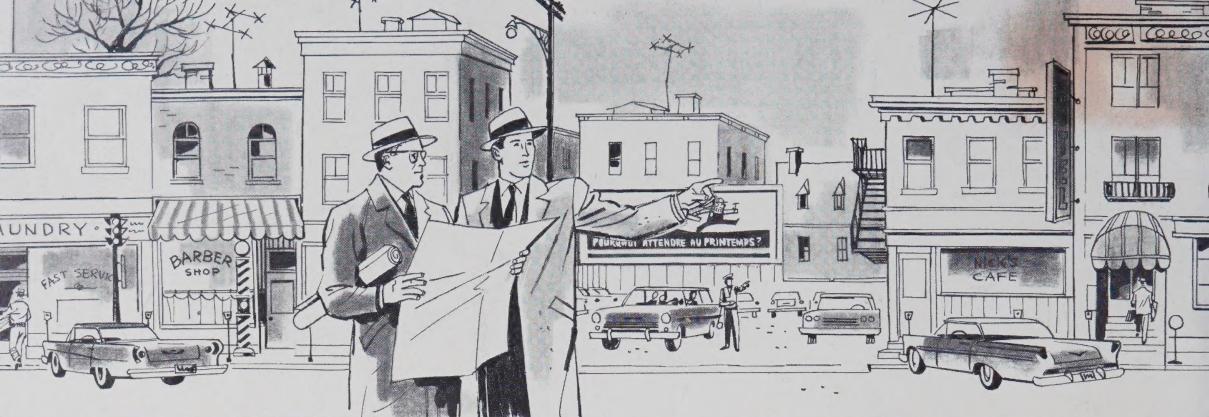
HELP THE

DO IT
NOW!

CAMPAIGN

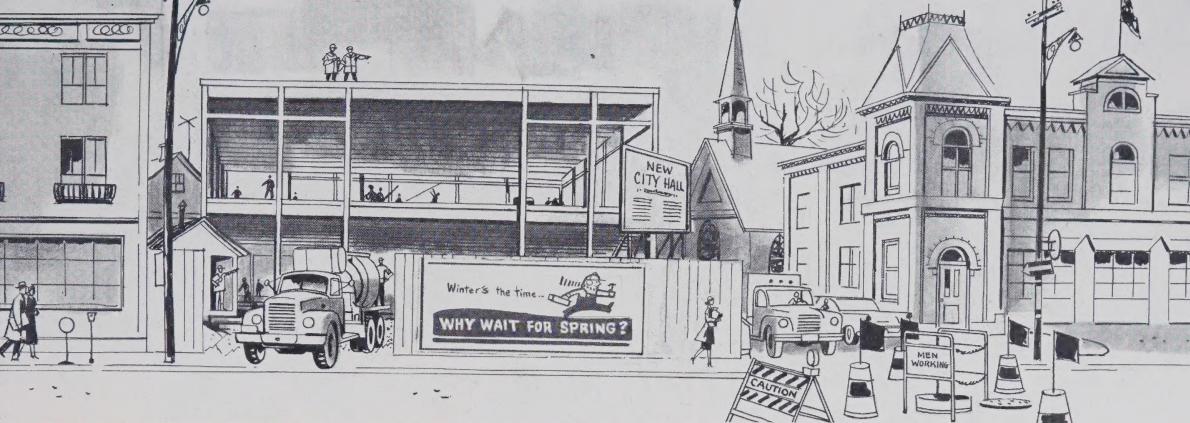
HELP YOU





**THE "DO IT NOW" CAMPAIGN
CREATES GREATER
WINTERTIME MARKETS**

Seasonal unemployment costs Canada an average of 300 million dollars annually in wages and purchasing power. By helping to reduce this loss the Campaign, with the support of business and industry, creates greater wintertime markets in which you are certain to share!



A FEW FACTS ABOUT THE CAMPAIGN:

For the past decade the Do It Now Campaign, organized at a national level by the Federal Department of Labour and locally in some 200 communities by the National Employment Service, has encouraged Canadians to have more work done in the winter months when there is less pressure on services of all kinds.

Today, supported by all types of business and industry, the Do It Now Campaign is Canada's largest publicity program. A combination of public service support and direct advertising accounts for approximately four million dollars' worth of publicity, of which 90 percent is contributed by non-government sources.

The Do It Now Campaign stresses the logic of having all kinds of work done during the winter months when men and materials are more readily available.

Since the heaviest seasonal lay-offs traditionally have occurred in the construction industry, with serious side effects in industries allied with construction, the Campaign has concentrated to a large degree on home, farm and office improvements, as well as promoting more outside winter construction.

Businesses of all kinds have been encouraged to tie winter-time promotions of their goods and services to the Do It Now Campaign. Wherever this has been tried in an aggressive and imaginative way, the results have been remarkable.

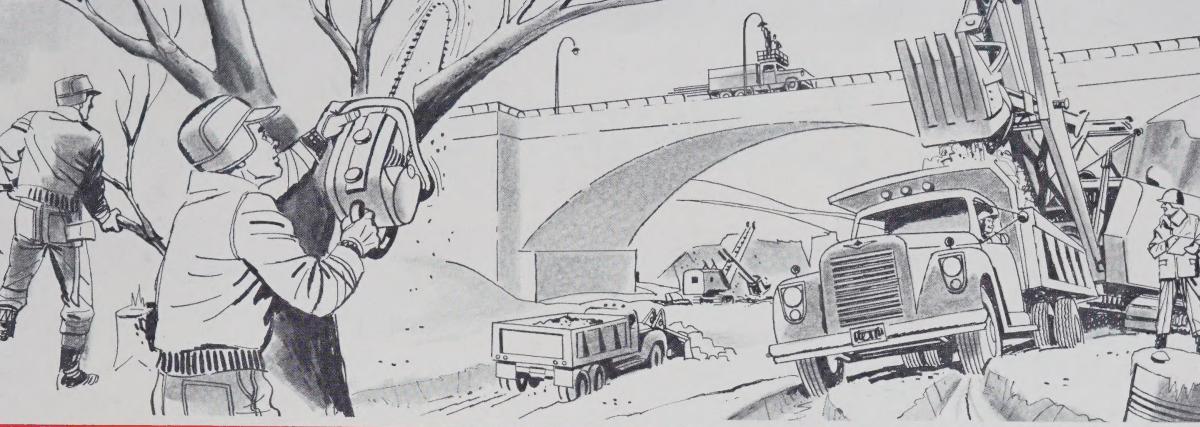
The Campaign runs from November through to the end of March.



HOW YOU CAN SUPPORT THE CAMPAIGN AND HELP YOURSELF:

There are many ways in which you, as a businessman, can benefit from the Do It Now Campaign depending on your business operation and the goods and services you sell.

1. Promote your goods and services under the Do It Now theme particularly if you have a slack-off in winter business.
2. Use Do It Now promotional material wherever possible in your winter advertising programs on television, radio and in the printed media.
3. Introduce new and imaginative winter sales and merchandising techniques in the form of incentives, extra services, staff and dealer training programs, etc.
4. Seek new ways to overcome cold weather inertia of potential customers.
5. Produce and stockpile standard products in winter for spring delivery.
6. Investigate new applications of existing products and the introduction of additional products suitable for winter marketing.
7. Have your office repair and/or home renovations and improvements done during the winter months.
8. Build new plants and/or additions during winter.
9. Transfer staff from slack to busy departments.
10. Arrange annual vacations during winter months.

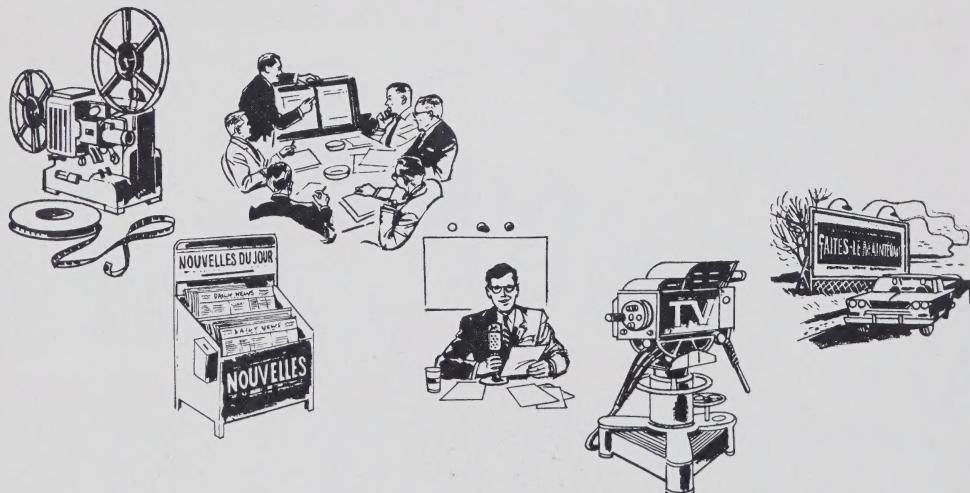


WHERE YOU CAN GET YOUR DO IT NOW TIE-IN MATERIAL:

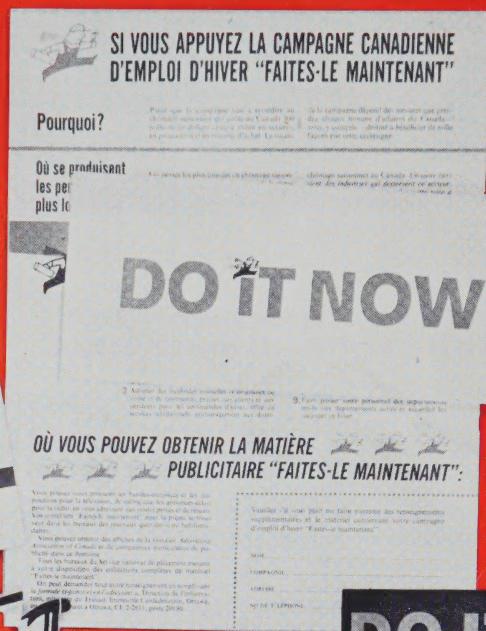
Television clips and slides and radio spot announcements are available from both networks and all individual stations. Do-It-Now drop-in material for your printed media is available from all daily and the larger weekly newspapers.

Billboard posters can be obtained through the Outdoor Advertising Association of Canada and from individual billboard companies.

Material in the form of posters, pamphlets, envelope stuffers, etc., can be obtained from any office of the National Employment Service.



Campaign Promo



SUPPORT YOUR WINTER EMPLOYMENT CAMPAIGN

HERE'S HOW SOME TIED IN WITH THE DO IT NOW CAMPAIGN:

There are many ways that a progressive building supply manufacturer, or a manufacturer of any product whose sales tend to slump in the winter, can benefit from the Do It Now theme.

Although many companies have been slow to take advantage of the Do It Now Campaign's promotion, there are some outstanding examples of those who have done so and obtained remarkable results. Invariably those who try the tie-in continue each succeeding year.

HERE ARE JUST A FEW EXAMPLES:

A TORONTO, ONTARIO, manufacturer of gypsum products has promoted its goods under the Do It Now theme for several years. One year the company produced attractive point-of-display material including counter cards, booklets and window streamers, all suggesting that customers Do It Now with company products. Another year this company designed a Do It Now flasher sign for their dealers and last year they provided dealers with a Do It Now profit idea that included brochures, spotter price cards and radio copy.

A MONTREAL, QUEBEC, plumbing and heating manufacturer ran a contest for its dealers providing them with Do It Now promotional material and offering a trip to Jamaica for the dealer who sold the most bathroom installations during the winter. The following year the company provided radio and other promotional backing and last year produced a distinctive window streamer suggesting that customers Do It Now with company products.

A PETERBOROUGH, ONTARIO, manufacturer of farm and dairy equipment has for several years conducted an aggressive winter merchandising program which has resulted in maintaining on a year round basis staff which had hitherto been laid off each winter. This program includes a winter sales training program for dealers and salesmen, a winter inspection and maintenance program for farmers' equipment, a program to encourage winter orders by allowing farmers to have the use of equipment during the winter months with payments to begin only in the spring, other sales incentives to customers such as a free milker washer with the purchase of milking equipment, a program to manufacture and stockpile against spring sales, and an excellent advertising program integrating the Do It Now theme and the Farm Improvement Loan program.

A HAMILTON, ONTARIO, manufacturer of agricultural implements offered a special bonus of 6 percent per annum to farmers who turned in their machinery in late fall and ordered new equipment for spring delivery. This firm also conducts winter educational and sales meetings for dealers, encourages dealers to spruce-up and clean-up showrooms in the winter, stockpiles standard products in the winter, and carries out an aggressive advertising program tied in with the Do It Now theme.

A PETERBOROUGH, ONTARIO, outboard motor manufacturer urges its dealers to offer an inspection, repair and storage plan for customers, has a winter sales training program, introduces new products in winter months, offers customers an incentive for prior booking in late fall for spring delivery, plans financing for customers and incorporates the Do It Now theme wherever possible in their promotion.

A TORONTO, ONTARIO, paint and glass manufacturer conducts a yearly program of winter advertising for dealers and branches tied in with the Do It Now theme.

A MONTREAL, QUEBEC, floortile manufacturer last winter produced a special window banner for use by its dealers suggesting that the customer Do It Now with the company's products.

HERE'S HOW DO IT NOW PROGRAM HELPED BUILDING SUPPLY DEALERS

Ten years ago it would have been almost impossible to cite an example of a building supply outlet aggressively merchandising its products in the winter months.

Today, there are literally hundreds of excellent examples of creative merchandising involving the offer of extra services, financing, free estimate and other features.

Here are just a few from our files:

A large **OTTAWA, ONTARIO** retail firm, twice winner of Canada's Building Supply Dealer of the Year Award, used imaginative promotional and merchandising techniques tied in with the Do It Now Campaign and last winter increased its retail sales over the previous winter by 18 percent and its home improvement sales by 20 percent. To do this it expanded its advertising and made available nine salesmen for visits to prospective customers in their homes, set up a complete home modernization service for installations and provided three inspectors to ensure customer satisfaction, added new products, held product knowledge sessions for its sales people, concentrated on providing one-stop shopping facilities for the homeowner, enlarged its industrial and contractor line, conducted a weekly television Do It Now show, ran a weekly Do It Now School, conducted a mid-winter Do It Now sale, assisted customers in financing, and extended shopping hours for the convenience of customers.

A BRANTFORD, ONTARIO dealer ran an exceptionally aggressive sales expansion program to increase both contractor and home improvement business in the winter, and gained for himself the 1963 Building Supply Dealer of the Year Award. He offered a 10 percent discount on materials to meet cash-and-carry competition, expanded manufacturing facilities to handle industrial accounts, actively solicited contractors, instituted new product sales and organized a Do It Yourself school, tied in his winter advertising with the Do It Now Campaign and instituted a profit sharing plan for his employees. This dealer increased his winter sales by 20 percent.

A FREDERICTON, NEW BRUNSWICK company ran a particularly heavy advertising program which produced increased homeowner sales and profits, full employment for its staff and a large increase in the amount of work referred to its local contractors.

An OWEN SOUND, ONTARIO firm, servicing a relatively small trading area of only 30,000, credits its success to such measures as an imaginative "House Doctor" campaign which offered free advice and estimates for "ailing" homes. The novelty of the approach appealed to scores of prospective customers contemplating home improvements. The firm actively promoted the Do It Now idea through use of window streamers, posters, truck posters and billboards. Special events and promotions were heavily advertised with the result that paint clinics, fair exhibits, and outside displays of cottages and fences attracted considerable interest. Free services offered the customer included cutting of materials for small orders, delivery, estimating, the services of a designer, and the use of such tools as staplers, paint spray guns and linoleum tile rollers. Product knowledge and sales training sessions as well as a bonus plan assured a well informed and aggressive sales force. A unique promotional technique involved the issuing of credit cards to the best credit risks in town. Working closely with contractors, the firm was able to provide substantial winter employment through passing along some 30 large home improvement jobs. This imaginative program was instrumental in full employment for the entire staff as well as an increase of 10 percent in sales over the previous year.

A firm in **STETTLER, ALBERTA** serving a trading area of about 10,000 people, combatted the winter slow-down by adding new product lines, instituting a tool rental service, promoting special gift items for pre-Christmas sales, increasing its advertising schedule and tying in with the Do It Now theme. In addition, it sponsored a highly successful forum for farm and contractor customers showing the latest techniques for protecting concrete and offering advice on its placement and curing. In addition to a healthy sales increase over the previous winter, extra part-time help was necessary.

An energetic dealer in **CARLETON PLACE, ONTARIO** battled the winter slow-down by concentrating on home improvements. The result was a winter work program which worked hand in hand with the Do It Now Campaign and which increased the firm's sales by 49 percent over the corresponding months of the previous year. At a fall dinner meeting, arranged by the firm, contractors were sold on the idea that the dealer would handle the advertising and the contractors would handle the jobs. Unemployment in the building trades was practically eliminated in the town during the normally slow months.

SOME CONCLUSIONS

Building supply dealers who have been asked to give reasons for winter-time sales successes have reported that the following projects have proved most profitable in boosting winter sales and employment:

- progressing from product displays to full-size room displays
- sponsoring home improvement shows in the store
- spending the bulk of the consumer advertising budget in the winter
- store expansion and renovation to keep employees busy during winter and boost store traffic
- holding a series of Do It Now classes
- offering the complete home improvement package (materials, labour and financing)
- co-operating with local builders' Open Houses
- setting up a tool rental service to boost store traffic
- expanding a home planning or design service
- pre-cutting materials for sale with related items as a complete kit
- conducting a door-to-door home improvement survey
- adding new items to inventory

An estimated 600 million dollar annual home improvement market, covering both urban and rural areas, lies waiting to be tapped. Winter is one of the very best times to tap this market since people are at home and have more free time to think about home improvements, and tradesmen are available for installations.

It remains for dealers to adopt aggressive and original programs, more services and incentives to create business in the winter months.

Dealers who have tied in their sales and advertising programs with the winter work theme have discovered that it pays big dividends in increased winter business.

tional Material



**WHY WAIT FOR
SPRING?**

SUPPORT YOUR COMMUNITY 'DO IT NOW' CAMPAIGN

**FAITES-LE
MAINTENANT**

Winter's the time...



WHY WAIT FOR SPRING?

FOR ADVICE AND ASSISTANCE CALL YOUR NATIONAL EMPLOYMENT OFFICE

**Nous LE FAISONS
DÈS MAINTENANT**



ALORS QUE TRAVAILLEURS SONT DISPONIBLES

**We're DOING
IT NOW**



HEN MEN ARE AVAILABLE

I'Hiver est un temps propice...



POURQUOI ATTENDRE AU PRINTEMPS ?

POUR TOUT RENSEIGNEMENT, COMMUNIQUEZ AVEC VOTRE SERVICE NATIONAL DE PLACEMENT



WHAT THE FEDERAL GOVERNMENT IS DOING TO ENCOURAGE GREATER WINTERTIME MARKETS:

The Federal Government realizes the importance of government measures to stimulate the wintertime economy and has introduced several programs aimed at achieving this objective.

1. *Winter Housebuilding Incentive Program*, which was so successful in the first year of operation — resulting in the building of approximately 28,000 units involving an estimated 90,000 construction workers and another 115,000 workers in industries servicing the construction industry.
2. *Municipal Winter Works Incentive Program*, through which the Federal Government pays a portion of on-site labour costs for municipal winter projects, last year provided almost 7,000,000 man-days of work for 165,000 men. The estimated cost of the projects concerned amounted to more than \$282 million.
3. *Supplementary Government Winter Construction Program* whereby funds are made available for projects undertaken in designated development areas and areas of high winter unemployment.
4. *Promotion of NHA Home Improvement Loans during the winter*, which has resulted in an increase in total dollar value over the past four years of 56 percent.
5. *Promotion of Farm Improvement Loans during the winter* has resulted in yearly increases culminating in a new high this past year. Last winter farm improvement business increased 20 percent over the previous winter.



6. *Promotion of Small Business Loans during the winter.* Business under this program for three months last winter totalled 656 loans with a total dollar value of \$5,774,843.
7. *Directives to Government departments and Crown agencies* to time all possible construction and purchasing to create more winter work.
8. Do It Now Winter Employment promotion.

Do It Now Campaign Support:

Recognizing the logic behind the Winter Employment Campaign, non-government sources continue to increase their support to both national and local programs. The following statistics give some indication of the support accorded last year's Campaign.

Radio:

More than 28,000 spot announcements were sponsored by local firms or contributed as a public service by 232 radio stations. There were almost 7,000 minutes of radio broadcast time.

Television:

Television stations carried more than 4,000 television minutes of broadcast time, while 6,000 spot announcements appeared on 79 stations.

Newspapers:

Newspapers and local advertisers combined to promote Do It Now advertising with approximately 1,050 newspaper pages. Editorials, news items, cartoons, pictures and newspaper pages, exclusive of advertising, totalled about 2,500.

Billboards:

Through the co-operation of the Outdoor Advertising Association of Canada and its member companies, space was provided on 2,000 billboards across Canada. This was in addition to a paid billboard advertising schedule on the \$500 Winter House-building Incentive payment.



Meetings:

Last year 300 talks were given to groups, service clubs and other organizations to inform them of the aims, objectives and accomplishments of the Campaign. This was in addition to hundreds of local winter employment campaign committee meetings.

Films:

Films, especially produced for the Winter Employment Campaign, have been made available through the National Film Board and the local offices of the National Employment Service.

Campaign Promotional Material:

Each year the demand for promotional material is increasing. This year the Information Branch of the Department of Labour will produce, and the National Employment Service will distribute, more than two million posters, pamphlets, envelope stuffers, etc.

Trade Publications:

Although it is impossible to measure the exact amount of space given the Campaign, virtually all trade papers in the building and allied fields, and many in other fields, supported the campaign with a wide editorial coverage.

Consumer and Farm Magazines:

Many of the leading national consumer and farm magazines carried material of one kind or another on the Do It Now Campaign. Once again it is practically impossible to place an accurate dollar value on this support.

National Advertising Agencies:

Practically every national advertising agency has taken an active interest in the Do It Now Campaign, advising their clients on how they could tie in with the Campaign.



National Associations and Organizations:

Extensive support was forthcoming from major business and labour organizations in the form of endorsements of the Do It Now Campaign and active participation in the dissemination of Do It Now literature to their members..

WHY WAIT FOR SPRING ?



DO IT NOW

ROGER DUHAMEL, F.R.S.C., Queen's Printer and Controller of Stationery, Ottawa, 1964

Cat. no.: L33 - 2564



**WHY WAIT
for SPRING?**